



STRATEGIC PLANNING FOR AGRIBUSINESS DEVELOPMENT IN KAPUAS REGENCY TO FACE REGIONAL AUTONOMY ERA

Anjono Bhakti

The aims of this study are to identify, analyze and discover influencing strategic internal and external factors, as well as to formulate prioritized strategies and agribusiness sub-sectors to be the basis for future development and strategic plan. Data collected is processed using analytical tools such as Internal Analysis (IFE) and External Analysis (EFE), SWOT Analysis, Analytical Hierarchy Process (AHP), and Location Quotients (LQ) Analysis.

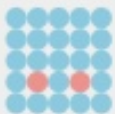
Based on the internal analysis, it is recognized that the great and rather important influencing factors are the availability of human resources, the determination of community to make an effort, the land availability, the market information, and the coordination of concerned services. While the external factors are the regional government policy and commitment, the effective of regional autonomy, the conditions of politics and security, the cultivation and post-harvest technology, the disintegration and chaos, the pest and diseases attack, and the globalization and free trade.

The resulting alternative strategies in the strategic planning for agribusiness development in Kapuas Regency based on SWOT analysis are (1). S-O strategies which cover the human resources development strategy for agribusiness, the regional development strategy and the development of agribusiness center/superior commodity; (2). S-T strategies which cover the strategy for developing a conducive business climate and the cooperative strategy for developing agribusiness center area; (3). W-O strategies which cover the development strategy for agroindustry and the development strategy for infrastructures and cross-sector cooperation; (4). W-T strategy is the business cooperation and integrated development strategy.

Of those alternative strategies, through the analytical hierarchy process (AHP), the prioritized strategy recommended for the regional government of Kapuas Regency, which is the first (major) priority, is, *the human resources development strategy for agribusiness*. While *the development strategy for infrastructure and cross-sector cooperation* is the second priority. The major goal is *to increase the community earnings*, the major actor is *the Regional Government and Services concerned*; and the major determinant is *the availability of human resources*.

Based on the LQ analysis result, the basic sub-sector to develop in the strategic planning for agribusiness development in Kapuas Regency is the food crops and horticulture sub-sector. While the strategic plans are more focused on: (1). *The empowerment and improvement of qualified human resources for agribusiness* as well as having competitive data on changes, that is, through development, education and training, both formal and informal. (2). *The improvement of land potential use for food crops and horticulture*; and (3). *The increase of production, productivity and quality of food crops and horticulture commodities* which are of market interest in order to meet the market demand.

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.
b. Pengutipan tidak merugikan kepentingan yang wajar IPB.
2. Dilarang mengumpukan dan memperbanyak sebagian atau seluruhnya karya tulis ini dalam bentuk apapun tanpa izin IPB.



MB-IPB
Program Pascasarjana Manajemen dan Bisnis
Institut Pertanian Bogor